

International Conference and Exhibition

# SIA CESA 5.0

Automotive electronics, components  
and systems for new mobility



**5 - 6 DECEMBER  
2018**

**PALAIS DES CONGRÈS  
DE VERSAILLES,  
FRANCE**

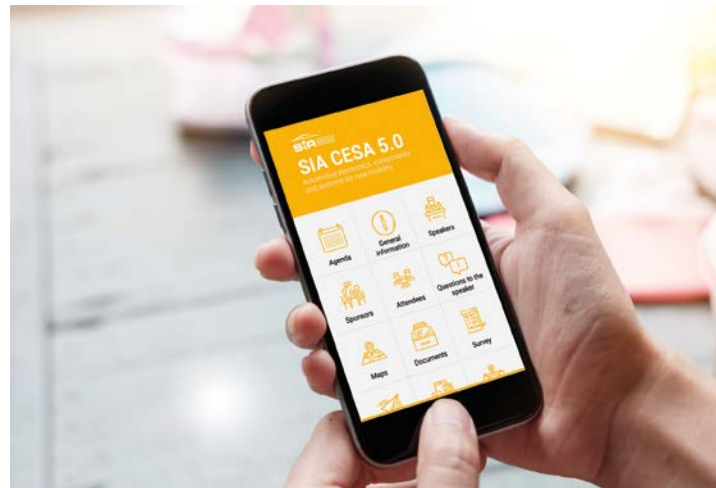
## CONGRESS IN YOUR POCKET!

**Maximize your time & experience with the SIA CESA 5.0 Mobile App.**

You will have the opportunity to download our App to enhance your Congress experience.

- Up-to-date Congress information
- Personalized programme
- Information on Speakers, Exhibitors and on Expo

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Jochen LANGHEIM  
STMicroelectronics

### Executive Council

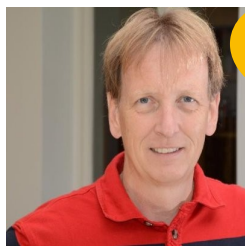
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## ABOUT CESA



### Dr. Jochen Langheim

VP Advanced Systems R&D  
Projects, STMicroelectronics  
Chairman EURIPIDES  
VP MOVEO International  
SIA CESA Chairman

**SIA CESA 5.0 the international conference on automotive electronics, components and systems will take place on 5 & 6 December 2018 in Versailles.** Our goal is to build the bridge between traditional automotive electronics and the new developments in vehicle electrification and digitalization as well as those from the world of consumer electronics and the Internet of Things.

**This is a major opportunity to understand how the automotive business will evolve over the next five years, with a focus on products and services that are likely to transition from other markets into use-cases for automotive.** Electronics content is growing in every product thanks to miniaturization of circuits, new business models, new actors and beyond this a changed perception of the environment which has consequences for industry in general, not only for the automotive one.

**SIA CESA is an event that explains the technological breakthroughs, technical barriers and other influencing factors for our industry such as standards, rules and laws.**

Engineering and business unit managers as well as technical experts from the automotive world will gather to exchange on these subjects with colleagues from adjacent domains such as infrastructure, communication, Telco providers, insurance, consumer electronics and law.

We were 300 in 2016 SIA CESA, we expect even more congressists this year to discuss all those major subjects.

#### **Key cornerstones of our congress will be:**

- > Strong cooperation with the PFA, the French automotive industry federation
- > The interdisciplinary experience in France supported by demonstrations.
- > Mobilization of communities, such as smart electronic systems, photonics, mobility clusters and IoT.

#### **Technical domain focus:**

- > **New mobility: Major Disruptions**
- > **New mobility**
- > **New mobility: Connectivity & Integration**
- > **New mobility: Technology Disruptions**
- > **New mobility: Autonomous Vehicle**

Our sponsors and partners will show in a dedicated exhibition their latest products and technologies contributing to the future of the automobile industry.

**Jochen Langheim**

## PROGRAMME 5 DECEMBER 2018

## CHANGE THE INDUSTRY: AUTOMOTIVE ELECTRONICS

- 09:00 > **Welcome by the chairman of CESA**  
Jochen LANGHEIM, *STMicroelectronics*
- 09:10 > **Electronics, a key technology for the car of tomorrow**  
Marc MORTUREUX, *General Manager - PFA*
- 09:30 > **The car of tomorrow, a key application for electronics**  
Thierry TINGAUD, *President Strategic Committee Electronics & President STMicroelectronics France*
- 10:00 > **Innovation, cooperation in connected, autonomous e-mobility**  
Rémi BASTIEN, *VP Renault and President - MOVEO & VEDECOM*

## ROUNDTABLE

## Round Table

- 10:30 > Rémi CORNUBERT, *Senior Partner - Advancy*  
Yves CROZET, *Professor - IEP Lyon*  
Guillaume DEVAUCHELLE, *Director Innovation & Scientific development - Valeo*  
Gilles MABIRE, *Président - Continental France*  
Colette MALONEY, *Head of Unit - European commission DG CNCT*

## 11:15 &gt; COFFEE BREAK IN THE EXHIBITION

MOBILITY DISRUPTIONS:  
E-MOBILITY IN GENERALMOBILITY DISRUPTION:  
HIGHLY AUTOMATED DRIVINGMOBILITY DISRUPTION:  
SERVICES

- |         |   |  |   |
|---------|---|--|---|
| 11:45 > | <b>Energy Mix</b><br>Jean Luc BROSSARD, <i>PFA</i><br>Gabriel DUQUESNOY, <i>BIPE</i>  | <b>Getting ahead with the French Program on Autonomous Vehicles</b><br>Jean-François Sencerin, <i>PFA / Renault</i>      | <b>SCOOP Services</b><br>Khamis Kadiri, <i>Groupe PSA</i>   |
| 12:00 > | <b>An economic view on Electromobility in China</b><br>Peter Gresch, Jochen Siebert, <i>PGUB &amp; JSC</i>  | <b>Easymile, a French Success Story - where is it going from here?</b><br>Benoit Perrin, <i>Easymile</i>                 | <b>A safe and energy efficient driving with the cloud vision of the route ahead using an in vehicle eHorizon client.</b><br>Bruno COUDOIN, <i>Continental</i> |
| 12:15 > | <b>Batteries and BMS Industrialisation of batteries - what is needed in France and Europe</b><br>Marianna CHAMI, <i>CEA</i><br>Jean Bernard LEPAGE, <i>Faurecia</i> | <b>HAD experiments</b><br>Laurent TAUPIN, <i>Groupe Renault</i><br>Veronique BERTEAU, <i>RATP</i>                        | <b>How IOT based Autonomous Driving can help cities to reduce Air Pollution</b><br>Ralf WILLENBROCK, <i>T-Systems</i>   |
| 12:30 > | <b>Infrastructure needed to implement electric mobility</b><br>Joseph BERETTA, <i>Avere</i><br>Yuhui XIONG, <i>Bipe</i>   | <b>Autonomous driving &amp; mobility in general (with look on intermodality)</b><br>Patricia Villoslada, <i>Transdev</i> | <b>Exploitation of road infrastructure and traffic management: integrate the connected car</b><br>Jean Laurent FRANCHINEAU, <i>VEDECOM</i>                    |
| 12:45 > | <b>Panel discussion</b>   | <b>Panel discussion</b>  | <b>Panel discussion</b>   |

## 13:00 &gt; LUNCH BREAK IN THE EXHIBITION

ORGANISATION & COMPETENCE  
DISRUPTIONS IN E-MOBILITY:  
CHARGING, INFRASTRUCTURE,  
ENGINEERINGAUTONOMOUS DRIVING  
CHALLENGE: AI AND SAFETYMOBILITY DISRUPTION:  
V2X & INFRASTRUCTURE /  
ARCHITECTURE

- |         |   |   |  |
|---------|---|---|--|
| 14:15 > | <b>Trends in electric vehicle design: Insights on best practices for paving the road for mass-market electric vehicles</b><br>Thomas MOREL & Mauro ERRIQUEZ, <i>McKinsey &amp; Company</i><br>Pierre-Yves MOULIERE, <i>A2Mac1</i> | <b>Using AI to remove the roadblocks for AV</b><br>Amir Klug, <i>STMicroelectronics</i>                                     | <b>Europe Prepares for Mass Deployment of C-ITS</b><br>Onn HARAN, <i>Autotalks</i>   |
| 14:30 > | <b>From ICE to EV: the competition is also about competences and engineering approach</b><br>Patrick BASTARD, <i>Groupe Renault</i>   | <b>Towards safe, robust and secure AI</b><br>Christoph PEYLO, <i>Bosch</i>  | <b>Building a 5 G network serving the automotive needs</b><br>Maxime FLAMENT, <i>5GAA</i>  |
| 14:45 > | <b>AllCharge - an User-Centric Solution for Traction and Charging</b><br>Christophe MARECHAL, Friedrich GRAF & Martin BRULL, <i>Continental</i>   | <b>Safety and automated planning</b><br>Christophe GUETTIER, <i>Safran</i>  | <b>Empowering the Future of Autonomous Driving</b><br>Aleksandar MOMCILOVIC, <i>Huawei</i>   |
| 15:00 > | <b>High Power Charging – more than a thermal challenge</b><br>Michael ZEYEN, <i>Vancor</i>  | <b>Applicability of Airborn and Train safety processes to Automotive AD</b><br>Julien FOUTH, <i>Segula Matra Automotive</i> | <b>Making sense of V2X: Communications industry vs. automotive industry vs. DSRC vs. C-V2X vs. USA vs. Europe vs. China</b><br>Kevin THOMPSON, <i>Keysight</i> |

## PROGRAMME 5 DECEMBER 2018

15:15	> Panel Discussion	Panel Discussion	Panel Discussion
15:30	> COFFEE BREAK IN THE EXHIBITION		
	<b>AUTONOMOUS DRIVING CHALLENGE: AI AND SAFETY</b>	<b>TECHNOLOGY DISRUPTIONS IN E-MOBILITY: SEMICONDUCTORS, PACKAGING</b>	<b>MOBILITY DISRUPTION: CONNECTED CAR, DATA USAGE &amp; HPC</b>
16:00	> Introduction about road safety and ADAS & comparison with aeronautics Anne GUILLAUME, <i>LAB</i>	> Wide Bandgap semiconductors in xEV applications Laurent BEAURENAUT, <i>Infineon</i>	> Multi-source 3D capture and reconstruction of road environments for autonomous navigation: results, locks and trends from a geospatial data infrastructure point of view Nicolas Paparoditis, <i>IGN</i>
16:10	> VEDECOM experiments on taking control back Mercedes BUENO-GARCIA, <i>Vedecom</i>		
16:20	> Presentation realised for the UTAC foundation Jérôme PASCHAL, <i>UTAC</i>	> Trends in Power Electronics impacting E-Mobility Manuel GAERTNER, <i>STMicroelectronics</i>	> Combined Optimal Control and Machine Learning technics, for Connected Hybrid Electrified Vehicles Mariano SANS & Christophe MARECHAL, <i>Continental</i>
16:30	> Holistic HMI architecture for Adaptive and Predictive car interiors Frederic FONSALAS, <i>Faurecia</i>		
16:40	> Panel discussion	> Powering up Electronics- latest developments and concepts for packaging of electronics in automotive systems» Hannes VORABERGER, <i>AT&amp;S</i>	> Future of car insurance: AI assessing driving risk based on real time data from ADAS sensors and digital maps Gerard YAHIAOUI, <i>Nexyad</i>
17:00	> Panel discussion	> Packaging as Enabler for Next Generation Power Electronics Eckart HOENE, <i>Fraunhofer IZM</i>	> Embedded High Performance Computing Philippe NOTTON, <i>Atos</i>
17:20	> Panel Discussion	Panel Discussion	Panel Discussion
17:30	> COFFEE BREAK		
18:00	> Keynote and discussion with Patrick Pelata Patrick PELATA former COO of Renault and EVP of Nissan In charge of a mission on automotive industry and new mobilities for the French Government Meta Strategy Consulting's CEO		
19:30	> COCKTAIL		
22:00	> End of day 1		

## PROGRAMME 6 DECEMBER 2018

08:30	> Introduction Jean-Luc BROSSARD, <i>PFA</i>		
	<b>KEYNOTES</b>		
08:50	> Keynote		
09:10	> The future of automotive with Electronics Jean-François TARABBIA, <i>Senior Vice-President, Research &amp; Development and Product Marketing - Valeo</i>		
09:30	> COFFEE BREAK IN THE EXHIBITION		
	<b>SPECIAL SESSION: SMART ELECTRONICS SYSTEMS</b>	<b>SPECIAL SESSION: PHOTONICS</b>	<b>SPECIAL SESSION: AIOTI</b>
10:00	> Smart electronics systems : the challenges of interconnexion Thomas Beauchene, <i>Raydiall</i>	> Market Overview Photonics in Automotive Nok WONGWANCHAI, <i>Epic</i>	> Autonomous car service for Tourists in Versailles Gilles LE CALVEZ, <i>Vedecom</i>
10:20	> Opportunities in Advanced Sensors in Perception & Machine Cognitive function Ken BRIZEL, <i>ACAMP</i>	> Challenges in optical devices for Lidar Laurent DEMEZET, <i>Hamamatsu</i>	> Automotive meets ICT – enabling the shift of value creation supported by European R&D Eric ARMENGAUD, <i>AVL</i>

## PROGRAMME 6 DECEMBER 2018

10:40	>	Data analysis / Application of neural networks in industry, automotive and medical applications for predictive maintenance and increased customer value <i>Alexander STEINECKER, CSEM</i>	VCSEL technology for automotive sensing <i>Holger Moench, Philips</i>	Autonomous Driving: Cybersecurity Risk Analysis <i>Vincenzo DI MASSA &amp; Gianluca MANDO, Thales</i>
11:00	>	Energy Management, Temperature Management, Reliability and integration of smart systems <i>Sven RZEPKA, Fraunhofer ENAS</i>	Packaging of optical components <i>Ficotec</i>	IOT in automotive <i>David Roine, Valeo</i>
11:20	>	Panel discussion	Panel discussion	Panel discussion
		<b>TECHNOLOGY DISRUPTIONS IN E-MOBILITY: BATTERIES</b>	<b>DEVELOPMENT CHALLENGE: TESTING, VALIDATION, SIMULATION</b>	<b>MOBILITY DISRUPTION: LEGAL, PEOPLE, SOCIETY, PRIVACY, INSURANCE</b>
11:40	>	Silicon based high performance EV batteries <i>Yohan OUDART, Nanomakers</i>	Interaction of Simulation and Proving Ground Test for Autonomous Driving Functions <i>Hans-Peter SCHONER, Daimler</i>	Autonomous and connected car - new usages, new threats, new police processes <i>Colonel Julien BURLET, Gendarmerie Nationale</i>
12:00	>	Electronic system to detect gas or cooling liquid leakage, smoke and overtemperature in the battery tray for electric or hybrid vehicles <i>Lionel BITAULD &amp; Joseph BOSNJAK, Dura</i>	Automotive Radar testing taken to new dimensions <i>Sherif AHMED, Rohde&amp;Schwarz</i>	GDPR - general introduction <i>Felicien VALLET, CNIL</i>
12:20	>	Battery Management System <i>Xavier FORNARI, Ansys</i>	Test of connected and autonomous vehicles <i>Alain PIPERNO, UTAC</i>	The GDPR and its application in IoT and connected car - opportunities for business and competitiveness <i>Gaelle KERMORGANT, Jurist</i>
12:40	>	A revolutionary method for decreasing cell self-discharge measurement from months to hours <i>Oliver ZURANSKI, Keysight</i>	Smart charging management for fleets and car pools <i>Dirk GROßMANN, Vector</i>	Panel discussion with Jacques AMSELEM - Allianz and the speakers of the session
13:00	>	Panel discussion	Panel discussion	Panel discussion
13:10	>	LUNCH IN THE EXHIBITION		
		<b>ELECTRONICS COMPONENTS AND SYSTEMS</b>	<b>AUTONOMOUS DRIVING CHALLENGE: ENVIRONMENT PERCEPTION</b>	<b>MOBILITY DISRUPTION: SECURITY &amp; CAR ARCHITECTURES</b>
14:30	>	TBC	Are LIDARs ready for perception in future intelligent transportation? <i>Diego PUSCHINI, CEA</i> <i>Cem KARAGOUZ &amp; Oussama EL HAMZAOU, Transdev</i>	Uptane - Open specification for securing OTA software updates for automotive electronics <i>Georg MÜLLER, Airbiquity</i>
14:50	>	Comparison of two UWB Real Time Indoor Positioning System Concepts for Autonomous Vehicles <i>Guido SCHROEER, Siemens</i>	Scalable sensor fusion for safe decision making from collision avoidance up to level5 <i>Andre ROGER &amp; Alexandre ENGELSTEIN, Infineon</i>	Cybersecurity for Connected Vehicle with AGL (Automotive Grade Linux) <i>Fulup LE FOLL, IOT.BZH</i>
15:10	>	A modular and flexible approach for autonomous driving <i>Kai WANG, Visteon</i>	DENSE: environment perception in bad weather - first results <i>Werner RITTER, Daimler</i>	Over the air – how simple is it really? <i>Jens KÜBLER, Dirk GROßMANN &amp; Olivier GERLACH, Vector</i>
15:30	>	A true key less entry system and biometric driver authentication for safe car sharing <i>Eric DURAND &amp; Thomas FARGES, Dura</i>	Drive4U Locate: affordable precise and robust localization and mapping for Automated Driving <i>Paulo RESENDE, Kishun JO &amp; Benazouz BRADAÏ, Valeo</i>	Firewall and IDS Requirements for Automotive Ethernet based E/E-Architectures <i>Ramona JUNG &amp; Jan HOLLE, ESCRIPT</i>
15:50	>	Panel session	Panel session	Panel session
16:00	>	COFFEE BREAK IN THE EXHIBITION		
16:30	>	Conclusions of CESA <i>Gaspar GASCON ABELLAN, EVP engineering Groupe Renault / President of the French Automotive Technical Committee</i>		
17:30	>	Farewell <i>Jochen LANGHEIM, CESA's president</i>		
17:45	>	End of SIA CESA 2018		

## EXHIBITION & ADVERTISING

This unique event will bring together more than 300 participants: directors, managers, heads of department, engineers, researchers and technicians. An exceptional line-up of guests and speakers will be present for the occasion.

The exhibition will allow you to show-case your company, present your latest products and create privileged contacts within this unique gathering of targeted decision-makers.

**Booths may be reserved for immediate entry. This offer is limited and it is highly recommended to book your booth space as early as possible.**

	BASIC	SHELL	BUSINESS	PREMIUM
<b>Rates € (Exc. French VAT of 20%)</b>	<b>3 400 €</b>	<b>4 500 €</b>	<b>7 200 €</b>	<b>12 000 €</b>
Fitted-out booth	6 sqm	9 sqm	12 sqm	18 sqm
Included badges	2	2	4	8
Logo on congress materials		x	x	x
Ad in book of conference			1/2	1
Ad in programme			1/2	1/2
Flyer insertion in conference bag				x
E-mail banner				
Preferential location in exhibition				
Announcement as major sponsor				
Extra badges discount *		-10%	-20%	-30%
Extra Square Meter		500 € per square meter		

\* As SMEs / Universities & Labs enjoy a lower entry rate, they cannot benefit from this extra discount



<b>Rates € (Exc. French VAT of 20%)</b>	BACK COVER	INSIDE	INSIDE FRONT COVER	INSIDE BACK COVER
Programme (sent once by mail & several times by e-mail)	1 300 €	950 €	950 €	1 100 €
Conference book (Distributed to all attendees)	1 300 €	950 €	1 100 €	1 100 €
Insertion of company booklet / goodies in the conference bags**			1 500 €	
Conference bag with your logo**			1 500 €	
Lanyards**			2 000 €	
Demonstrator or demo-cars within the exhibition hall ***			1 000 € / sqm	
Coffee Breack sponsoring ****			On request	
Lunch ****			On request	

\* Half Page

\*\* In 300 samples

\*\*\* Without booth package + advertising in the Congress Leaflet

\*\*\*\* Company name & Logo on the programme + your poster(s) next to the table(s) buffet



## CONFERENCE VENUE



### PALAIS DES CONGRÈS DE VERSAILLES

10 rue de la Chancellerie  
78000 Versailles, France



## PUBLIC TRANSPORTATION



**From Roissy CDG Airport**, take RER B towards Paris and stop at "Saint-Michel Notre-Dame".

Then, take another train RER C towards Versailles Rive-Gauche. Stop at "Versailles Rive-Gauche".

The Palais des Congrès is 5 min by foot.



**From Saint-Lazare station (Paris)**, take a SNCF train towards Paris "Versailles Rive-Droite".

The Palais des Congrès is 20 min by foot.

## ACCESS INFORMATION



On our website [sia.fr](http://sia.fr)